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GOLDEN STATE NURSERIES *Roses for 1955*

3616 ROSWELL ROAD, ATLANTA, GEORGIA

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★ OCT 6 - 1954 ★
U. S. Department of Agriculture



Tiffany
(P. A. F.)



ALL AMERICA HYBRID TEA
WINNER FOR 1955

(See Page 5)

ROSES ARE OUR BUSINESS

Dear Friends:

As this time of year rolls around and we begin to write another catalog we always feel that this letter to you is one of the most important parts of the book. Yet, when it comes to putting our gratitude for your patronage into words, we find that there is just no way to say, "Thank you!" strongly enough to express our true feelings.

We enjoy working for you, and the best way we know to repay you for giving us your confidence is to merit it through growing and shipping the finest possible roses. Our whole effort is devoted to this end, and this concentrated attention to roses, and nothing but roses, is plainly apparent in the plants themselves.

We envy you the excitement and pleasure of seeing in your own garden the gorgeous flowers of the new varieties. There are lots of them in this catalog, and we particularly recommend the three new All-America Rose Selections winners, TIFFANY, QUEEN ELIZABETH, and JIMINY CRICKET. They're beauties!

Now thanks once more to all our customers, and a warm welcome to new friends!

Yours for more and better roses,

Jay and Ellen Herring



JAY HERRING

HOW TO ORDER

Because of the cost of packing mail orders we must ask that you add 35c for handling if your order amounts to less than \$2.50.

All allowable discounts have been listed. 3 of a kind discount applies only when 3 or more of one variety are ordered. 10 plant discount on standard roses only on unbroken bundles of 10 plants of one variety. Send check or money order with your order.

We will make no mislabeled substitutions. If a variety ordered is sold out we will substitute another rose as near like it as possible, of equal or greater value. Each plant will bear its CORRECT NAME.

All roses are shipped postpaid.

Georgia customers add 3% sales tax.



ELLEN HERRING

OUR GUARANTEE TO YOU

We ship only top quality, No. 1 grade plants. Each and every variety is unconditionally guaranteed to be true to name and class and to reach you in perfect condition. Each plant is guaranteed to live and bloom the next normal blooming season after planting.

FURTHERMORE we guarantee your complete satisfaction. If you are dissatisfied with any plant or plants, notify us not later than the first June 20 following the date of shipment. We will replace free of any charge; you need not return the unsatisfactory plants.

Please accept YOUR RESPONSIBILITY. We will send you planting, feeding and cultural instructions with each shipment of roses. Follow these and be rewarded with strong, healthy plants and a profusion of lovely blooms.

TIME OF SHIPMENT

Roses reach us from our California growing fields in late fall, and we begin making shipments immediately to customers whose orders are waiting. Shipping continues until April 15, and orders are filled in rotation as received. If you wish to have us ship your roses on a certain date, please specify on your order sheet and we will do our best to have them in the mail on that day.

JOIN THE AMERICAN ROSE SOCIETY

You are most cordially invited to become a member of the American Rose Society, a non-profit organization, serving rose lovers everywhere with numerous publications filled with interesting articles and advisory counsel. We will be glad to send you an application blank, or write directly to the American Rose Society, Columbus, Ohio. Membership dues are just \$4.50 a year.

BLOOMING ROSES IN CONTAINERS

At our nursery from late spring through summer and fall we have thousands of roses blooming in containers at slightly higher than catalog prices. These can be transplanted readily into your garden, but because they are growing plants they must be purchased at the nursery and cannot be shipped by mail.

COLORED MOVIES

We have prepared several hundred feet of colored movies showing detailed rose culture and closeups of some of the new varieties of special interest to garden groups. We will be glad to show this film to your garden group or groups along with a 20 to 30 minute talk on roses by Mr. Herring. Write for particulars.

Planting, Feeding and General Care

WRITTEN WITH SPECIAL ATTENTION TO

ROSES for the SOUTHLAND

After a lifetime spent in the growing and marketing of roses I have become convinced that without a doubt the people who love and grow them in their own gardens are among the most opinionated in all the world. Each successful grower will tell you (without too much urging) that his method is the right way, while another grower who is just as successful will tell you to use an entirely different procedure. Perhaps the greatest pleasure you will get out of having a beautiful rose garden will be to listen to all the so-called experts, and then find by experimenting in a trial and error process that you can develop growing methods that are superior to all those you have heard of—the exact culture that fits your own garden.

So if, after reading these cultural suggestion, you find they do not agree with your own experience, take what hints you find useful, and with the knowledge borne of years of labor in your own garden, discard the rest.

Selecting a Location

Roses grow best in full sun, but will give very satisfactory results if they receive no more than half a day of sunlight, particularly if they receive that half day during the morning hours. Choose your location so far as possible to avoid undue competition with shrub and tree roots.

Preparation of the Soil

If your intentions were honorable but your nice, new rose bushes arrived before you could put them into effect, then you need a quick but good way to prepare the soil for planting before the bushes dry out. I'd suggest this as a good method:

Dig a good sized hole, about 15 inches deep and 18 inches wide. If you are planting hybrid tea roses allow a minimum of 30 inches between plants; if you are making a hedge of floribundas, particularly the lower growing types, then dig a trench instead of individual holes and space the plants only a foot to 18 inches apart.

In the bottom of the hole place a 6 inch layer of a

fifty-fifty mixture of dairy manure and peat moss. If your soil is of a heavy clay type, I suggest that you mix one-third woods earth or high grade top soil to two-thirds of your own clay soil before returning it to the hole. In addition, I find it good practice and a long-term benefit to add one to two pounds of bone meal to this mixture of soil. Do **not** use any commercial fertilizers at this stage. Bone meal will not injure the plants, but regular commercial fertilizers will burn them when used at planting time. Wait until the plant is well established (the Spring following planting when active growth is starting is a good time) before using this type of fertilizer.

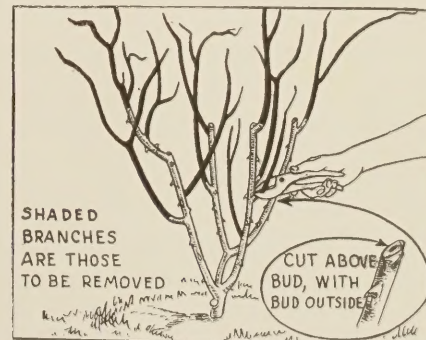
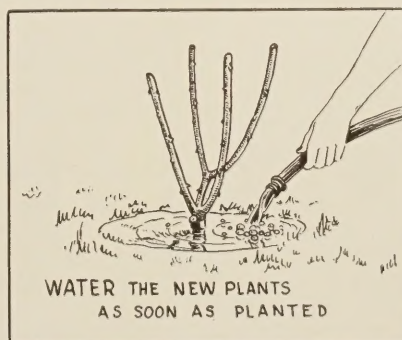
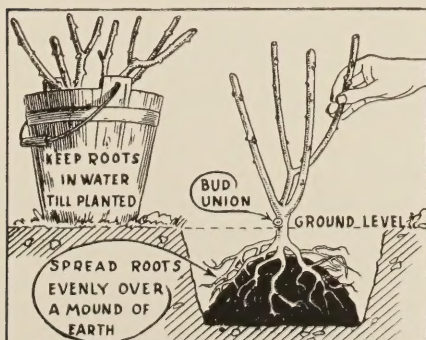
If you were foresighted enough to have your soil preparation all completed before the rose bushes arrived, then you might follow a program like this one:

I like formal, straight beds for my roses, and I plan them according to the number of bushes to be set out. For instances, a bed $4\frac{1}{2}$ feet wide by 20 feet long will hold twenty roses. To prepare the bed I dig out all the soil to a depth of 15 or 16 inches. Then, as in the case of planting roses in individual holes, I put in a layer over-all of mixed dairy manure and peat moss, mixed half and half, to a depth of six inches. If the garden soil is heavy clay, I mix it thoroughly, 2 parts garden soil and one part woods soil, leaf mold or good top soil before returning it to the bed. If you have a compost pile this is the very spot to use it instead of the woods soil, but be sure your compost is well rotted.

The rose bed looks better with a border around it, and this border when made of brick or stone in the form of a low edging or retaining wall serves two additional and useful purposes. It keeps grass from spreading from the lawn into the rose bed, and it serves to hold the surface mulch (discussed later) from washing away.

Handling Bare Root Roses

We pack our roses to the very best of our ability and use the most modern methods to insure their safe, undamaged arrival in your hands. But this packing is at best a temporary protection to keep the plants in good



ROSE CULTURE (Continued)

condition during shipment. It is not suitable for storage. **So, unpack your roses on arrival.**

If it is at all possible, plant them at once. There is no spot so good for your new plants as Mother Earth herself.

If a day or two must elapse before you can get the roses planted, then unpack the bushes immediately, moisten the roots and cover them entirely from the air with damp peat or sphagnum moss. Let air reach the tops of the plants, but keep them in a cool place, sheltered from sunlight or wind.

If a week or more must pass before you can plant your roses, then the best thing to do is to bury them for the interval. This is a simple but effective method of storage. Select a spot that is shaded from the sun and dig a trench about 12 to 18 inches deep and as long as the rose bushes are high. Remove the wrappings from the plants and lay them flat in the trench. Cover immediately with moist soil, making sure that clods are broken so the soil filters in well around the roots. If the soil is dry, add water, but the trench does not have to be filled with wet, muddy water. See that the plants are at least 3 or 4 inches beneath the surface. Plants buried in this manner will keep well for a considerable period if the weather is not too warm.

Above all, when handling bare roots plants, be positive that the roots are never allowed to dry out. Once this has happened no amount of care will restore the plant.

Planting Your Roses

The rose bushes you receive from us have been pruned back to the approximate size best adapted to transplanting. No pruning should be done to the roots at all except to remove broken or damaged parts or to trim back an exceptionally long root which causes difficulty in planting. While your rose bush needs all the roots it has in order to get a good start, it is better to cut off that long root than to fold it back or curl it upward in the hole.

The tops of the plants should not be cut back any shorter than 12 to 14 inches here in the South, and in the case of the more vigorous varieties like President Hoover or Buccaneer canes 14 to 16 inches long are perfectly all right. However, weak or damaged canes should be cut out entirely. Prune to a healthy, outward-pointing bud eye.

Keep the roots moist at all times. A good way to insure this is to carry the plants immersed in a bucket of water while planting.

Now you are ready for the actual planting of the rose bush. Make a cone of earth in the center of the hole, sloping it to a 45-degree angle, tamping it firm and having the top of the cone about 4 inches below the general soil level. Place the center of the root system on top of this cone and spread the roots out in their natural position, pressing them firmly into the sides of the cone. Be sure the bud union (bulge on understock where top is budded on the stock) is at or slightly above the ground level. See the drawings on page 3. Cover the roots and pack in firmly, filling the hole at first only about half full of soil, then watering thoroughly, adding

more soil and watering again until the hole is filled to about 2 inches below the general ground level.

Now make a 2-inch rim of soil around the entire plant at the edge of the nearly filled hole, creating a basin about two feet in diameter. Into this basin put a mulch 2 to 3 inches deep and composed of a fifty-fifty mixture of well composted dairy manure and crushed corn cobs or very old (8 to 10 years) sawdust. This mulch reduces evaporation, helps control weeds, and allows the feeder roots to come up near the surface of the soil just below the mulch so that even cold and inactive soils will grow very fine rose bushes. The mulch also acts as an insulator against extreme heat in summer and cold in winter, protecting the tender and important feeder roots.

Water every day until you feel that the plants are well established. Use a soil soaker like our Money Bag Soaker (described in the back of the catalog) to get the water deep down where it will do some good. Do not rely on a sprinkler to do the job!

Feeding Your Roses

There are plenty of opinions on how and what to feed roses, with proponents of fish meal, chemical fertilizer mixtures, bat guano, compost, and various manures all ready to be heard. We have our opinion, too.

The feeding program we like best is a new one. I think that one of the greatest steps to more healthy, vigorous and productive plants has been accomplished by the development of foliage nutrients. By foliage feeding your plant absorbs food much faster and more completely than any other way, thereby producing more and better foliage and far more blooms with longer and stronger stems. And it makes feeding so much easier than the more laborious and messy methods of soil feeding. Just a simple attachment like the Hayes Portioner (described in the back of this catalog) which fastens between your garden hose and water faucet and meters the concentrated plant food right into your garden hose so that you feed and water in one easy operation.

The fertilizer we have found most efficient is Descanso Plant Food, also offered in the back of this catalog. It can be used either as a foliage food or applied in the regular way to soil. We have had several users tell us they have increased their production of blooms by 50% to 75%, with longer and stronger stems just by spraying Descanso Plant Food on the foliage every two weeks during the growing season.

Insects and Diseases

Regular spraying or dusting every week or two during the summer will keep your plants healthy and free of both insects and diseases. If you like to use spray (which leaves no visible residue on the leaves) then we recommend Isotox and Orthocide. If you prefer to use a dust, just one product is needed to control both insects and diseases—Ortho Rose Dust.

Pruning Your Roses

The best time to prune bush roses is during the latter part of February in the South. Cut back with sharp, clean, slanted cuts as indicated in the drawing on page 3. Climbing roses should not be pruned for the first two years, but from the third year on cut back all new growth one-third, right after the blooming period.

GOLDEN STATE NURSERIES

California Grown Roses

3616 ROSWELL ROAD, N.W.

ATLANTA, GEORGIA

Name.....Date.....
(Please print clearly)

Street (or R.D.).....

City.....Zone No.....State.....

Express Office.....
(If different from P. O.)

NOTICE: We will make every effort to fill your order exactly as you want it, but if we are sold out of a variety we will substitute a similar one of equal or greater value unless you forbid us to do so by marking this box. NO SUBSTITUTIONS ☐

AMOUNT ENCLOSED

\$.....

Check ☐ Money Order ☐

Please reserve this space for us.

ORDER EARLY

In case of shortage it's "first come, first served."

Roses cannot be shipped after April 15.

| Quantity | HYBRID TEA ROSES | Each | 3 For | Total |
|----------|---|------|-------|-------|
| | Better Times, page 21..... | 1.25 | ... | |
| | Blanche Mallerin, page 15..... | 2.00 | 5.25 | |
| | Capistrano, page 14..... | 2.00 | 5.25 | |
| | Charles Mallerin, page 10..... | 2.50 | 6.60 | |
| | Charlotte Armstrong, page 12..... | 2.25 | 6.00 | |
| | Chrysler Imperial, page 12..... | 2.75 | 7.20 | |
| | Confidence, page 8..... | 2.00 | 5.25 | |
| | Countess Vandal, page 21..... | 1.25 | ... | |
| | Crimson Glory, page 21..... | 1.25 | ... | |
| | Dainty Bess, page 21..... | 1.25 | ... | |
| | Debonair, page 8..... | 1.75 | 4.65 | |
| | Dr. Debat, page 8..... | 2.00 | 5.25 | |
| | Eclipse, page 21..... | 1.25 | ... | |
| | Eden Rose, page 10..... | 2.00 | 5.25 | |
| | Editor McFarland, page 21..... | 1.25 | ... | |
| | Etoile de Hollande, page 21..... | 1.25 | ... | |
| | First Love, page 9..... | 2.25 | 6.00 | |
| | Forty-niner, page 11..... | 2.50 | 6.60 | |
| | Frau Karl Druschki, page 21..... | 1.25 | ... | |
| | Fred Edmunds, page 15..... | 2.00 | 5.25 | |
| | Fred Howard, page 6..... | 2.50 | 6.60 | |
| | Golden Scepter, page 14..... | 2.00 | 5.25 | |
| | Grande Duchesse Charlotte, page 9..... | 2.00 | 5.25 | |
| | Happiness, page 11..... | 2.00 | 5.25 | |
| | Helen Traubel, page 13..... | 2.50 | 6.60 | |
| | Henry Ford, page 10..... | 2.50 | 6.60 | |
| | Hill Top, page 15..... | 1.75 | 4.65 | |
| | Kaiserin Auguste Viktoria, page 21..... | 1.25 | ... | |
| | Katherine T. Marshall, page 8..... | 1.75 | 4.65 | |
| | La Jolla, page 5..... | 3.00 | 7.95 | |

TOTAL

| Quantity | HYBRID TEA ROSES | Each | 3 For | Total |
|----------|-----------------------------------|------|-------|-------|
| | Lowell Thomas, page 10..... | 2.00 | 5.25 | |
| | Mark Sullivan, page 7..... | 1.75 | 4.65 | |
| | Miami, page 5..... | 2.00 | 5.25 | |
| | Mirandy, page 8..... | 2.25 | 6.00 | |
| | Mission Bells, page 7..... | 2.00 | 5.25 | |
| | Mojave, page 13..... | 2.75 | 7.20 | |
| | Mrs. P. S. DuPont, page 21..... | 1.25 | ... | |
| | New Yorker, page 13..... | 2.00 | 5.25 | |
| | Nocturne, page 7..... | 2.00 | 5.25 | |
| | Peace, page 13..... | 2.50 | 6.60 | |
| | Picture, page 21..... | 1.25 | ... | |
| | Poinsettia, page 21..... | 1.25 | ... | |
| | President Eisenhower, page 14.... | 2.50 | 6.60 | |
| | President Hoover, page 21..... | 1.25 | ... | |
| | Radiance, page 21..... | 1.25 | ... | |
| | Red Radiance, page 21..... | 1.25 | ... | |
| | Rubaiyat, page 11..... | 1.75 | 4.65 | |
| | San Fernando, page 6..... | 1.75 | 4.65 | |
| | Show Girl, page 6..... | 2.00 | 5.25 | |
| | Sister Therese, page 21..... | 1.25 | ... | |
| | Sun Valley, page 9..... | 2.50 | 6.60 | |
| | Sutter's Gold, page 12..... | 2.25 | 6.00 | |
| | Suzon Lotthe, page 15..... | 2.00 | 5.25 | |
| | Sweet Sixteen, page 11..... | 1.75 | 4.65 | |
| | Talisman, page 21..... | 1.25 | ... | |
| | Tallyho, page 7..... | 2.00 | 5.25 | |
| | Tawny Gold, page 15..... | 2.25 | 6.00 | |
| | The Doctor, page 21..... | 1.25 | ... | |
| | Tiffany, page 5..... | 3.00 | 7.95 | |
| | White Swan, page 10..... | 2.25 | 6.00 | |

ROSE LIST CONTINUED OTHER SIDE

TOTAL

CONTINUE YOUR ORDER ON THE OTHER SIDE

BEGIN YOUR ORDER ON THE OTHER SIDE

| Quantity | FLORIBUNDA ROSES | Each | 3 For | Total |
|----------|---------------------------------|------|-------|-------|
| | Cecile Brunner, page 16..... | 1.50 | ... | |
| | China Doll, page 18..... | 2.00 | 5.25 | |
| | Crimson Rosette, page 17..... | 1.75 | 4.65 | |
| | Fashion, page 18..... | 2.00 | 5.25 | |
| | Floradora, page 16..... | 1.25 | ... | |
| | Frolic, page 17 | 2.25 | 6.00 | |
| | Garnette, page 17..... | 1.25 | ... | |
| | Geranium Red, page 16..... | 1.75 | 4.65 | |
| | Glacier, page 16 | 2.25 | 6.00 | |
| | Goldilocks, page 17 | 1.50 | 3.90 | |
| | Independence, page 16 | 2.00 | 5.25 | |
| | Irene of Denmark, page 18..... | 1.75 | 4.65 | |
| | Jiminy Cricket, page 5..... | 2.50 | 6.60 | |
| | Lilibet, page 18 | 2.00 | 5.25 | |
| | Ma Perkins, page 16..... | 2.25 | 6.00 | |
| | Mrs. Inge Poulsen, page 17..... | 1.50 | 3.90 | |
| | Pink Rosette, page 17..... | 1.75 | 4.65 | |
| | Pinocchio, page 17 | 1.50 | 3.90 | |
| | Red Pinocchio, page 18..... | 1.50 | 3.90 | |
| | Valentine, page 16 | 1.75 | 4.65 | |
| | Vogue, page 16 | 2.00 | 5.25 | |
| | White Pinocchio, page 16..... | 1.50 | 3.90 | |
| | Yellow Pinocchio, page 18..... | 1.50 | 3.90 | |

COLLECTIONS (Order by number)

TOTAL

| Quantity | CLIMBING ROSES | Each | 3 For | Total |
|----------|-------------------------------------|------|-------|-------|
| | Improved Blaze, page 19..... | 1.35 | ... | |
| | Cl. Cecile Brunner, page 19..... | 1.50 | ... | |
| | Cl. Charlotte Armstrong, page 19... | 3.00 | 7.95 | |
| | Cl. Crimson Glory, page 19..... | 2.50 | 6.60 | |
| | Descanso Pillar, page 19..... | 2.00 | 5.25 | |
| | Dr. J. H. Nicolas, page 19..... | 2.00 | 5.25 | |
| | Cl. Etoile de Hollande, page 19.... | 1.35 | ... | |
| | Cl. Floradora, page 19..... | 2.00 | 5.25 | |
| | Cl. Goldilocks, page 19..... | 2.50 | 6.60 | |
| | High Noon, page 19..... | 2.50 | 6.60 | |
| | Paul Scarlet, page 19..... | 1.35 | ... | |
| | Cl. Peace, page 19..... | 2.00 | 5.25 | |
| | Cl. Red Talisman, page 19..... | 1.35 | ... | |
| | Cl. Red Radiance, page 19..... | 1.35 | ... | |
| | Cl. Show Girl, page 19..... | 2.00 | 5.25 | |
| | Cl. Talisman, page 19..... | 1.35 | ... | |

GRANDIFLORA ROSES

| | | | | |
|-------|-------------------------------|------|------|-------|
| | Buccaneer, page 24 | 2.75 | 7.20 | |
| | Carrousel, page 24 | 2.00 | 5.25 | |
| | Queen Elizabeth, page 24..... | 3.00 | 7.95 | |

MISCELLANEOUS ITEMS

Georgia Customers Add 3% Sales Tax

TOTAL



LA JOLLA




JIMINY CRICKET

NEW ROSES for 1955

(In addition to those described on this page, see also Pres. Eisenhower, page 14; Henry Ford, page 10; Sun Valley, page 9; and Queen Elizabeth, page 24)

TIFFANY (Lindquist)

 (P.A.F.) The All-America winning rose in the hybrid tea class for 1955, and pictured on our front cover. The illustration shows this handsome progeny of Charlotte Armstrong x Girona in its liveliest fall coloring. During the blooming season the flowers vary in lighter shades of this same phlox pink, always with the accent of yellow at the base of the petals. Bushy, vigorous, free-blooming plants; remarkably long-lasting flowers.


\$3.00 each; 3 for \$7.95

LA JOLLA (Swim)

(Pat. 1103) Another Charlotte Armstrong seedling, this one in soft pastel shades of gold, cream and light pink, available for the first time this year. Larger than average plants, lots of shiny green foliage, and a wide range of adaptability make this one of the nicest "gentle-colored" roses you could hope to grow. The picture (above) tells the story.

\$3.00 each; 3 for \$7.95

JIMINY CRICKET (Boerner)

 (P.A.F.) The winning floribunda rose in the All-America selections for 1955, and a very brilliantly colored variety. It carries great bursts of orange-red blooms which turn to coral-pink with age, and it repeats steadily all season long. Plants are upright to 4 feet tall with glossy, disease-resistant foliage. Pleasing damask fragrance.

\$2.50 each; 3 for \$6.60

MIAMI (Meiland)

(Pat. 977) We warn you away from this rose if you are just getting started, but if you are a rose grower of experience and know how to feed and care for a luxury variety, then don't miss it! Relatively few flowers—but what stupendous beauties they are—in rich gold, orange and flamingo and with a spicy-sweet fragrance. Are you the one in your neighborhood willing to work for something rare and lovely?

\$2.00 each; 3 for \$5.25



MIAMI

Collection No. 5

NEW ROSES

TIFFANY

JIMINY CRICKET

LA JOLLA

MIAMI

One each of the above 4 roses, value \$10.50, for.....

\$9.20



SHOW GIRL



FRED HOWARD



SAN FERNANDO

HYBRID

Collection No. 6

The three principal rose colors are represented with purity and grace by the three roses illustrated on this page.

SHOW GIRL

FRED HOWARD

SAN FERNANDO

One plant of each,
value \$6.25, for.....

\$5.45

Collection No. 67

This fine assortment includes all seven varieties on these two pages.

SAN FERNANDO
MARK SULLIVAN

FRED HOWARD
TALLYHO
NOCTURNE

SHOW GIRL
MISSION BELLS

One plant of each
value \$14.00, for.....

\$12.25

SAN FERNANDO



(Pat. 785) Rich, currant-red, long and pointed buds, opening into a most pleasing double flower of intense scarlet. In addition to its charm in color and form, San Fernando has that extra ingredient we all love so well, a rich and lasting spicy fragrance. Non-fading.

\$1.75 each; 3 for \$4.65

FRED HOWARD



(Pat. 1006) The top award winner in the All-America trials for 1952, this fine rose continues to gain new friends each season. Everyone admires the big, vigorous plants with their wonderful foliage, the very long stems, total lack of clustered blooms, and the incredible length of time each flower holds in perfect condition. It has long, rich yellow buds tipped with delicate light pink, opening into full double, high centered, beautifully formed flowers. Non-fading and distinctly different from Peace.

\$2.50 each; 3 for \$6.60

SHOW GIRL

(Pat. 646) Show Girl has acquired world-wide honors. Long, almost carmine-colored buds open to a heavy-textured, elusively fragrant flower of rapturous pink. One of the distinctive characteristics of this variety is the fact that these lovely buds are among the very largest of all roses, and yet they are perfect in form and hold well when cut. Canes are large and sturdy and satisfyingly productive.

\$2.00 each; 3 for \$5.25

Golden State Nurseries 1955

Collection No. 7

A five dollar bill buys lots of beauty in this group.

MARK SULLIVAN

MISSION BELLS

NOCTURNE

One each of the illustrated roses on this page, value \$5.75.....

\$5.00

MARK
SULLIVAN

ALL OUR
ROSES ARE
POSTPAID
TO YOU

MISSION BELLS

NOCTURNE

TEAS

MARK SULLIVAN

(Pat. 599) A rose of dazzling color! The buds are golden yellow, heavily veined with rose-pink and cerise; the open flowers make a magnificent display of color. Strong growing plant with dark green foliage. This rose really does its best in the warm weather when other kinds are reduced in number and size of bloom. The fragrance is as rich as the color. This variety, seldom seen in other catalogs, is an example of our care in selecting for the Southland. Mark Sullivan is not adapted to every part of the country, so catalogs distributed nationally leave it off their list. But it's a mighty fine rose where YOU live, and you ought to have it in your garden.

\$1.75 each; 3 for \$4.65

TALLYHO

(Pat. 828) Plant is strong in every way—tall, vigorous, free-branching, with dark green, disease resistant, leathery foliage and a multitude of blooms. Flowers richly colored with bleeding-heart rose on inside of petals, accented by a stronger crimson on reverse. Buds and open flowers are perfect. Very fragrant.

\$2.00 each; 3 for \$5.25

MISSION BELLS

(Pat. 923) Large, tapering, fiery salmon buds open to perfect blooms of clear salmon-pink, strongly on the salmon side. Wonderful tea-rose fragrance, long stems for cutting and beautiful, heavily branched bushes combined with the unique color made this rose an All-America award winner for two successive years in 1950 and 1951.

\$2.00 each; 3 for \$5.25

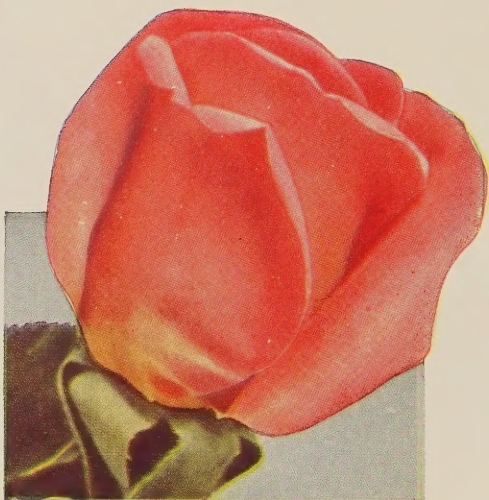
NOCTURNE



(Pat. 713) If you are particularly fond of perfect rose buds, then Nocturne certainly must be a part of your garden. These buds are the longest, most perfectly streamlined of any red rose. But that's not all, by any means. The flowers open to many-petaled, richly textured, bright cardinal red beauties with deep pools of crimson in the heart of the flower in spring and fall. During the summer the color is lighter and brighter, but all season long the same pleasant fragrance reinforces the loveliness of color and form. The plants are vigorous, the foliage large and lush. You'll find hardly a day during the season when you can't proudly display a bud or bloom. Nocturne was an All-America Rose Selections winner in 1948 and continues to hold its place as one of the best red roses.

\$2.00 each; 3 for \$5.25

Selections for the Southland



KATHERINE T. MARSHALL



MIRANDY



CONFIDENCE



DEBONAIR

DEBONAIR

(Pat. 677) Primrose-yellow, warmly fragrant, many petaled flowers produced steadily all summer long. The buds are tightly rolled and borne on as healthy a bush as you'll find in your garden. Medium height, with glossy, mildew-resistant foliage. \$1.75 each; 3 for \$4.65

KATHERINE T. MARSHALL

(Pat. 607) This lovely, glowing, clear pink beauty combines magnificent buds with excellent fragrance and unusually robust plant growth. Big, heavy-textured petals. \$1.75 each; 3 for \$4.65

MIRANDY

(Pat. 632) An AARS Award winner for 1945, it is a real man's rose, with big long pointed buds of deep red, with black shadings. This rose is at its peak of glory during the summer and early fall, when most varieties suffer from heat; its color and form are less attractive in cold, wet weather. Vigorous and free branching. Rich, full-bodied fragrance. \$2.25 each; 3 for \$6.00

CONFIDENCE

(Pat. 1192) A tremendous new rose. The buds are actually 2½ to 3 inches long, and the flower unfolds to a full 6 inches across. The coloring is superb, with the general effect a peach-toned pastel blend, most intricately contrived by the gradual melting of colors from the flash of yellow at the base of the petals through all stages to cameo-pink at the petal edges. Plants are well-branched, upright, bushy. \$2.00 each; 3 for \$5.25

Collection No. 8

This well diversified group includes the four roses described above and illustrated on this page.

DEBONAIR
MIRANDY

KATHERINE T. MARSHALL
CONFIDENCE

One plant of each,
value \$7.75, for.....

\$6.75

DR. DEBAT

(Pat. 961) This is a seedling of Radiance, and while it has inherited strength, vigor, disease resistance and free blooming qualities from this dependable old variety, it has a decided advantage over its parent in the size and form of the flowers. The buds are long and beautifully formed, and the thick, broad petals unfurl into high-centered, ruffled, big 5 to 6 inch blooms of a fresh, smooth, clear pink. You'll find Dr. Debat dependable and most satisfying.

\$2.00 each; 3 for \$5.25

ALL OUR ROSES
ARE POSTPAID
TO YOU



GRANDE DUCHESSE CHARLOTTE

GRANDE DUCHESSE CHARLOTTE

(Pat. 774) Like every All-America Selection winner, this rose has something to make it different from any other strain. The unique thing about Grande Duchesse Charlotte is its color. If you haven't seen this rose blooming with others you can't imagine how distinctive it really is. The buds are burnt carmine, and the open flowers are begonia-rose. Richly fragrant, with the petals recurving as the flower develops. Plants are large and free-branching, with plenty of long-stemmed flowers for cutting. \$2.00 each; 3 for \$5.25

FIRST LOVE

(Pat. 921) The delicate, dawn pink color of this rose is utterly impossible to illustrate, but we assure you that it is not only of rare delicacy, but exceptional durability. The long, tapering buds are a joy to behold, and the vigorous, upright plants carry their flowers on long, slender stems, just right for cutting. Free-branching and free-blooming. \$2.25 each; 3 for \$6.00



FIRST LOVE

SUN VALLEY

(Pat. 1135) New and non-fading, the strong, vibrant yellow color of this rose will take days and days of full sunshine and still look as brilliant as the hour the flower opened. A fine plant with disease-resistant foliage and long, straight stems. \$2.50 each; 3 for \$6.60

Collection No. 9

The 3 fine roses pictured on this page.

FIRST LOVE SUN VALLEY
GRAND DUCHESSE CHARLOTTE

One of each variety,
value \$6.75, for..... **\$5.90**

Collection No. 89

The 7 roses pictured on these two pages, plus Dr. Debat, described on page 8.

DEBONAIR FIRST LOVE
K. T. MARSHALL SUN VALLEY
MIRANDY DR. DEBAT
GRANDE DUCHESSE CONFIDENCE
CHARLOTTE

One each of all 8,
value \$16.50, for..... **\$14.45**



SUN VALLEY



LOWELL THOMAS



EDEN ROSE

HENRY FORD

(Pat. 1218) A brand new, clear peach-pink rose without a vestige of shading, and with an intense fragrance that answers the demand for this quality so often missing in otherwise good roses. Flowers are produced freely from lovely spiral buds. The bushes are rugged and vigorous. Limited quantity this year. \$2.50 each; 3 for \$6.60

Collection 1011

A nice, big, wide assortment of all nine roses described on these two pages, including the new and scarce Henry Ford.

| | | |
|------------------|------------|---------------|
| CHARLES MALLERIN | WHITE SWAN | EDEN ROSE |
| LOWELL THOMAS | HENRY FORD | SWEET SIXTEEN |
| FORTY-NINER | HAPPINESS | RUBAIYAT |

One each of these 9 kinds,
value \$19.25, for just..... **\$16.85**



CHARLES MALLERIN

Collection No. 10

The three contrasting roses pictured on this page.

LOWELL THOMAS EDEN ROSE CHARLES MALLERIN

One each of these three,
value \$6.50, for just..... **\$5.70**

CHARLES MALLERIN

(Pat. 933) Have you been looking for a big, dark, midnight red rose to take the place of Night or one of the other deep reds that have so many flaws? Well, here's the one for you. Extremely velvety, black-red petals, broad, heavy and flaring make a thrilling rose; the fragrance is rich and satisfying. Best of all, in spite of its depth of color it does not blue with age. The recipient of many awards in England and France, this is a modern type hybrid tea with fine vigor, good foliage, and a good record for disease resistance.

\$2.50 each; 3 for \$6.60

WHITE SWAN

(Pat. 1115) White Swan promises to be the white rose so long awaited to match the quality of the other colors among the hybrid teas. We offered this variety for the first time last year, and the comments we have received have been most flattering. Perfectly formed pure white flowers with fine fragrance, long stems, and vigorous 3 to 4 foot plants. An exhibition type flower in every way.

\$2.25 each; 3 for \$6.00

EDEN ROSE

(Pat. 1149) Another rose from the originator of Peace. The breeder was so fond of his creation that he named it for the Garden of Eden—the sort of flower that might well be found in a perfect garden. You'll agree with this concept when you see it in bloom, because it is a rare thing to behold. The flowers carry 2 or 3 times as many petals as many of the most recent introductions, and even when it is fully open it is tremendously double. The color is a true, rich rose-pink, the very color you mean when you say rose. The fragrance! It's like a concentration of the sweetness of the wild rose itself. The sturdy plants grow 2 to 3 feet tall. All in all, a rare treat and the kind of flower to make your garden the lovely place you want it to be. \$2.00 each; 3 for \$5.25

LOWELL THOMAS

(Pat. 595) Absolute reliability combined with a steady succession of blooms all season long, make Lowell Thomas well-loved in the Southland. Buds are long and well-formed, of a bright golden yellow, carried on long, leafy stems. The open flower is of a delicate, light yellow which serves as a charming contrast to some of the strong reds and pinks in your rose garden.

\$2.00 each; 3 for \$5.25

Collection No. 1

JAY AND ELLEN HERRING'S FAVORITE DOZEN ROSES FOR 1955

Of course, Peace and New Yorker had to be included, but we've chosen some newer ones to make up the dozen this year. Two plants of each.

2 PEACE
2 NEW YORKER

2 NOCTURNE
2 CONFIDENCE

2 FIRST LOVE
2 SUN VALLEY

Now that's as pretty a dozen as you'll find anywhere,
2 plants each of these 6, value \$26.50, for.....

\$23.15

SWEET SIXTEEN

(Pat. 631) As comely and sweet as a fresh young miss, this fragrant rose-pink flower is at its best in the spring and fall. The plants are upright and prolific. Flowers carry relatively few petals (16 to 20) which makes for superb form in the bud and partly opened bloom.

\$1.75 each; 3 for \$4.65

HAPPINESS

(Pat. 911) Brilliant, flaming red blooms with amazing substance and texture in the petals. The introducer says, "Firm and heavy, like highly polished, dark red leather." You'll like the vivid color, and the fact that while it changes to carmine-crimson as it matures it does not blue. The fully open flower is a unique sight, with rolled and pointed petals surrounding the high center. Fine for cutting, with long stems.

\$2.00 each; 3 for \$5.25

RUBAIYAT



(Pat. 758) A rose of brilliant rose-pink to cerise-red, with long, tapering buds opening to a glorious, bright cerise-red on the upper side of the petals and a lighter shade on the reverse side. It carries a wealth of Old Rose fragrance. Plants are luxuriant, extremely hardy, and disease resistant. This is one of our favorites.

\$1.75 each; 3 for \$4.65

FORTY-NINER



(Pat. 792) By far the most startling of all the bi-colors. Inside of petals is a very pronounced oriental red, outside chrome to straw yellow, forming a startling contrast. Plant is tall and upright, branching moderately, with straight, sturdy stems and very few thorns. Mildly fragrant.

\$2.50 each; 3 for \$6.60

DESCANSO PLANT FOOD IS
THE DIET YOUR ROSES WILL LIKE
(See page 23)



SWEET SIXTEEN



RUBAIYAT

Collection No. 11

The three roses illustrated on this page.

SWEET SIXTEEN

RUBAIYAT

FORTY-NINER

One of each of these 3,
value \$6.00, for.....

\$5.25



FORTY-NINER



CHRYSLER IMPERIAL



SUTTER'S GOLD

CHRYSLER IMPERIAL



(Pat. 1167) All-America Rose Selections winner for 1953. The fragrant flowers are from 4½ to 5 inches across when fully open, and are borne singly on sturdy, long stems, ideal for cutting. The buds are a joy to behold, opening very slowly but never failing to open, and revealing new depths of rich crimson red color as each petal unfurls. Heavy, dark green foliage borne well to the base of the plant, combined with compact, well-balanced bushes make it a handsome garden shrub.

\$2.75 each; 3 for \$7.20

SUTTER'S GOLD



(Pat. 885) Truly a great rose, with exquisite, long pointed buds of rich yellow, shaded with orange and red, borne on long, strong stems, excellent for cutting. Big, lusty plants with disease-resistant foliage. Spicy fragrance.

\$2.25 each; 3 for \$6.00

CHARLOTTE ARMSTRONG



(Pat. 455) There has to be a "best of all," and Charlotte Armstrong, in most people's opinion, is that rose. It is by far the most popular rose in the South. Long, shapely carmine buds, and gorgeous cerise flowers of perfect form and giant size. It deserves a place in every garden.

\$2.25 each; 3 for \$6.00

Collection No. 12

The four roses illustrated on this page each leads in its color class.

CHRYSLER IMPERIAL

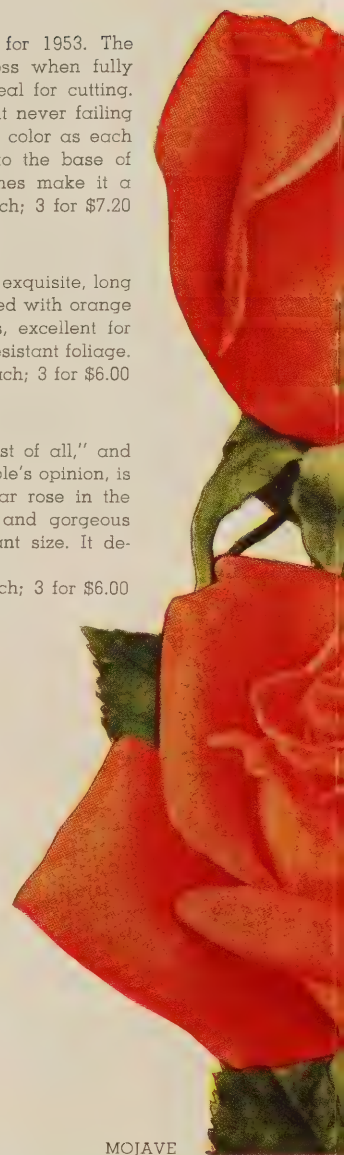
SUTTER'S GOLD

CHARLOTTE ARMSTRONG

MOJAVE

One each of all 4 kinds, value \$9.75, for just

\$8.50



MOJAVE



CHARLOTTE ARMSTRONG

Collection No. 2 SEVEN BEST ROSES

If you could have only 7 rose bushes in your garden (perish the thought of such a limitation!), we think the group pictured on these two pages would be the best choice for the South.

CHRYSLER IMPERIAL
SUTTER'S GOLD
CHARLOTTE ARMSTRONG
MOJAVE
PEACE
HELEN TRAUBEL
NEW YORKER

One each of these top seven varieties, value \$16.75, in this collection for

\$14.65

MOJAVE



(Pat. 1176) All-America winner for 1954, this brilliant orange rose immediately leads its color class. The orange is made even more fiery by modifying tones of salmon and apricot in warm weather and hot red flares in cooler seasons. Big, healthy plants; long stems.

NEW YORKER

(Pat. 823) The flowers are huge, and a dazzling, bright red, abundant through the growing season. Plants are vigorous, bushy, and only 3 feet tall. Completely non-fading.

PEACE



(Pat. 591) The buds are golden yellow with a flash of pink along the petal edges. Flowers open very slowly, giving long-lasting blooms showing delicate tints of yellow and pale gold. Long, straight stems and handsome, shining, dark green foliage.

HELEN TRAUBEL



(Pat. 1028) Although this is a new rose (winning All-America honors in 1952) it has already captured an important place in all parts of the country. It is quite variable in color, which is one of its charms, since there is not one of its aspects which is not delightful. The color changes with the weather from a light, sparkling pink to a gorgeous, luminous apricot. The unusually large, long buds and magnificent half-open to full-open flowers will delight everyone who sees it in your garden. The plants themselves are a pleasure for any gardener, since they require no pampering to reach their bigger-than-average size.

\$2.50 each; 3 for \$6.60

HELEN
TRAUBEL

NEW
YORKER

Collection No. 13

The four wonderful roses pictured here.

MOJAVE
PEACE

HELEN TRAUBEL
NEW YORKER

One each of these 4,
value \$9.75, for.....

\$8.50

PEACE



CAPISTRANO

CAPISTRANO

(Pat. 922) Beautiful long tapering buds of bright cherry-red open to large, long-lasting, perfectly formed blooms of a clear, sparkling rose-pink. The flowers are nearly always borne singly on long, slender stems, ideal for cutting, and the rich rose fragrance lends added charm to the bouquet. One of the most vigorous rose bushes ever produced, the plants carry a wealth of large, shiny green leaves. \$2.00 each; 3 for \$5.25

GOLDEN SCEPTER

(Pat. 910) The great advantage Golden Scepter holds over other yellow roses is its non-fading quality. The vivid, golden yellow color is as apparent in the fully open flower as in the slender, urn-shaped buds. The flowers unfurl slowly and hold in good condition on the plant for a surprisingly long time. A good vigorous plant, with lovely glossy foliage. \$2.00 each; 3 for \$5.25

GOLDEN STATE ROSES ARE GROWN IN CALIFORNIA AND BROUGHT IN TEMPERATURE AND MOISTURE CONTROLLED FREIGHT CARS TO ATLANTA. YOUR ROSES ARE ALL POSTPAID TO YOU.



GOLDEN SCEPTER

Collection No. 14

The three roses illustrated on this page.

PRESIDENT EISENHOWER
CAPISTRANO
GOLDEN SCEPTER

One each of these 3, value \$6.50, for..... **\$5.70**



PRESIDENT EISENHOWER

PRESIDENT EISENHOWER

(Pat. 1217) This very new variety has large ovoid buds which open to 4 to 5 inch blooms of rich, unfading, uniform rose-red. Upright, free-flowering bushes and leathery, disease resistant foliage. Old rose fragrance. \$2.50 each; 3 for \$6.60

Collection No. 1415

The roses offered here are all those described on pages 14 and 15.

CAPISTRANO
TAWNY GOLD
HILL TOP
FRED EDMUNDS

GOLDEN SCEPTER
PRESIDENT EISENHOWER
SUZON LOTHE
BLANCHE MALLERIN

One each of all eight roses, value \$16.50, for just..... **\$14.45**

TAWNY GOLD

(Pat. 950) Long-lasting both on the plant and as a cut flower, this tawny gold colored rose has gracefully frilled petal edges and above all a rich, fruity fragrance. The perfume from just two or three flowers will fill an entire room. Plants grow 2 to 2½ ft. tall.

\$2.25 each; 3 for \$6.00

HILL TOP

(Pat. 525) Now here's a rose some of our customers called to our attention. It is a variety which has been in limited distribution for several years, yet too few people have appreciated its merit. It is well adapted to the South and we think you'll find it hard to resist when you see it. The rose is a deep buff, and the heart of the flower holds that shade while the outer edge of the petals turn to a soft pinkish buff. Very free blooming and a clean, strong grower.

\$1.75 each; 3 for \$4.65

SUZON LOTTHE

(Pat. 934) We never fail to get a thrill out of the sight of this wonderful flower when we see it in such vast numbers in our growing fields in California. Its rare beauty is understandable when you know that it is a seedling of Peace, and in fact might very well be called a Pink Peace. The buds are peach colored, and yet as the flower unfolds the petals are pearl-pink flushed with deeper pink at the edges. This is a great, big flower, and a deliciously fragrant one. Large, heavy, disease resistant foliage and plants. Long stems.

Each \$2.00; 3 for \$5.25

BLANCHE MALLERIN

(Pat. 594) Good white roses are few and far between, but Blanche Mallerin fills that need with distinction. Pure white, fragrant, and well-formed both in bud and flower. Plants are upright, and produce strong, wiry stems.

\$2.00 each; 3 for \$5.25

FRED EDMUNDS

(Pat. 731) A real starter, this orange rose draws every eye with brilliance and unusual color. There's just nothing like it, and every time you pass by you'll remark again about its individuality and beauty. Delicious fruity fragrance. Low-growing bushes.

\$2.00 each; 3 for \$5.25

We call to your attention the Descanso Plant Food offered on page 23. We know of no more effective and convenient rose fertilizer.

Collection No. 15

The three roses pictured below:

SUZON LOTTHE

BLANCHE MALLERIN

FRED EDMUNDS

One each of these three,
value \$6.00, for just.....

\$5.25



SUZON LOTTHE



BLANCHE MALLERIN



FRED EDMUNDS

FLORIBUNDA ROSES

While it is true that there is just nothing to equal floribunda roses for hedges or borders, as demonstrated by the illustrations of Valentine, Frolic and (on page 18) China Doll, at the same time more and more gardeners are also buying individual plants of these roses because in the newer varieties the individual plants are of excellent size and quality and are capable of making a good appearance even as single specimens. So consider adding samples of several floribundas to your plantings; they make a perfectly satisfactory display as mixed varieties and will help you to decide which ones you like best for future massed beds, borders or hedges.



VOGUE

VOGUE

(Pat. 926) Flowers are borne in clusters, but the surprising thing is that each rose may measure up to 4 inches across. The color is fine indeed, being a vivid cherry-coral. Free-blooming and fragrant. Plants are sturdy and grow up to 3 feet tall.

\$2.00 each; 3 for \$5.25

CECILE BRUNNER

This is a true polyantha rose, with tiny pink buds and flowers on wiry stems held well above the foliage. Everything about this "Sweetheart Rose" is dainty. Plants grow only 1 to 1½ feet tall.

\$1.50 each

FLORADORA

Nothing like it! The color is an astonishing cinnabar-red that just screams for attention and never fails to get it. Great clusters of 8 to 12 flowers in a group. 2½ to 3 ft. tall.

\$1.25 each

GERANIUM RED

(Pat. 811) That's what it is, all right, a true geranium red, with even a sort of geranium fragrance to it, but a mighty fine rose for all of that. Prolific, hardy and bushy.

\$1.75 each; 3 for \$4.65

GLACIER

(Pat. 1025) The newest white floribunda with unusually large flowers, 4½ inches across, some borne singly, some in clusters. Hardy, vigorous, bushy plants 2 to 2½ feet tall.

\$2.25 each; 3 for \$6.00

MA PERKINS

(Pat. 1143) All-America winner for 1953. The blooms start out suffused heavily with yellow, but as the flowers develop this tone changes to a peach shade with shades of red in the outer petals. In the final stages the flowers are shell pink. Disease resistant to a high degree.

\$2.25 each; 3 for \$6.00

JIMINY CRICKET

(P.A.F.) Just in case you missed it on page 5, where there is a picture and complete description, we remind you here that the prize-winning All-America floribunda rose for this year is this coral-orange startler.

\$2.50 each; 3 for \$6.60

INDEPENDENCE

(Pat. 1036) Exceedingly bright, fire-cracker red blooms, orange-scarlet in tone, carried in clusters of 6 or more, each flower up to 4 inches across. Bushes are compact, heavily foliaged, 2½ to 3 feet tall. Non-fading; mildly fragrant.

\$2.00 each; 3 for \$5.25

WHITE PINOCCHIO

(Pat. 1010) Cream colored in bud and pure white in open flower, this variety is just like Pinocchio in size of plant and bloom. Great clusters of up to 30 blooms in each large truss.

\$1.50 each; 3 for \$3.90

VALENTINE

(Pat. 1029) A bright red floribunda with 2½ inch semi-double flowers with wavy petal edges. You'll find this a most satisfactory hedge plant, as indicated by the illustration, with flowers appearing in large clusters which cover the plants. Medium height.

\$1.75 each; 3 for \$4.65

GRANDIFLORA ROSES

A brand new class of roses has been created this year, intermediate in type between hybrid tea and floribunda. This new class is represented now by just three roses — **Carrousel**, **Buccaneer**, and the new **Queen Elizabeth**, all pictured and described on the back cover.



MA PERKINS



VALENTINE



FROLIC

FROLIC

(Pat. 1179) Just look at that mass of flowers! That's the way they really grow, and we were impressed beyond words when we saw them for the first time last season. You'll be delighted with the clear pink color, the upright, vigorous growth, and most of all with those countless blooms. \$2.25 each; 3 for \$6.00

GARNETTE

Small flowers of deepest red in tight clusters. The plants are low growing and neat—in fact, this is that charming potted plant you may have seen in the florist shops. It's perfectly hardy outdoors. Extremely long lasting as a cut flower. \$1.25 each

GOLDSLOCKS

(Pat. 672) In our opinion the best yellow floribunda because it has a longer season of bloom than any other yellow. Blooms are very double and up to 3 inches across. Plants grow 2½ ft. high, and have ample, glossy, disease-resistant foliage. \$1.50 each; 3 for \$3.90

MRS. INGE POULSEN

(Pat. 1050) Distinctly different colored floribunda made up of a pastel blend of amber, apricot and pink. The buds are exquisite, and the 3 foot bushes are very free blooming. \$1.50 each; 3 for \$3.90

PINOCCHIO

(Pat. 484) This is one of the varieties that brought on the current popularity of floribundas. Large numbers of buds in big sprays colored rich salmon and flushed with gold, opening to attractive double blooms of soft, clear pink. It is very hardy, free-blooming and well branched. Grows about 2 feet tall. \$1.50 each; 3 for \$3.90

CRIMSON ROSETTE

(Pat. 901) Large, open clusters of distinctive style flowers borne in very great profusion all season long. The buds and open blossoms are brilliant crimson, but the form of the flower with its tight rosette of 50 or more petals and its formal yet delicate appearance will be the characteristics that win you. \$1.75 each; 3 for \$4.65

PINK ROSETTE

(Pat. 902) Just like its companion plant, Crimson Rosette, except that the flowers are of a pink shade. \$1.75 each; 3 for \$4.65



GARNETTE



GOLDSLOCKS



FASHION

FASHION



(Pat. 789) Hundreds of coral-pink roses suffused with gold, and all borne on a single plant. Continuous and heavy bloom. Pleasingly fragrant and one of the very finest of all the new roses. \$2.00 each; 3 for \$5.25

RED PINOCCHIO

(Pat. 812) One of the best red floribundas, this long-lasting flower combines the best qualities of Pinocchio and Donald Prior. The blooms are borne in large, rich scarlet clusters, sometimes appearing as a much deeper red. Vigorous and hardy. \$1.50 each; 3 for \$3.90

LILBET



(Pat. 1209) All-America winner for 1954. Light rose, melting into dawn pink, it blooms continuously, resists mildew and black spot, makes a wonderful hedge. Particularly attractive buds. \$2.00 each; 3 for \$5.25

CHINA DOLL

(Pat. 678) How can anyone resist this jewel of a rose! As you can see by the illustration below it makes a perfect mound of china-rose little blooms. The plants are dwarf, only about 1½ feet high, but they are very healthy and mildew resistant and make one of the finest low borders you could possibly conceive. Blooms all season long, with the petals from old flowers dropping cleanly. \$2.00 each; 3 for \$5.25; 25 for \$40.00

IRENE OF DENMARK

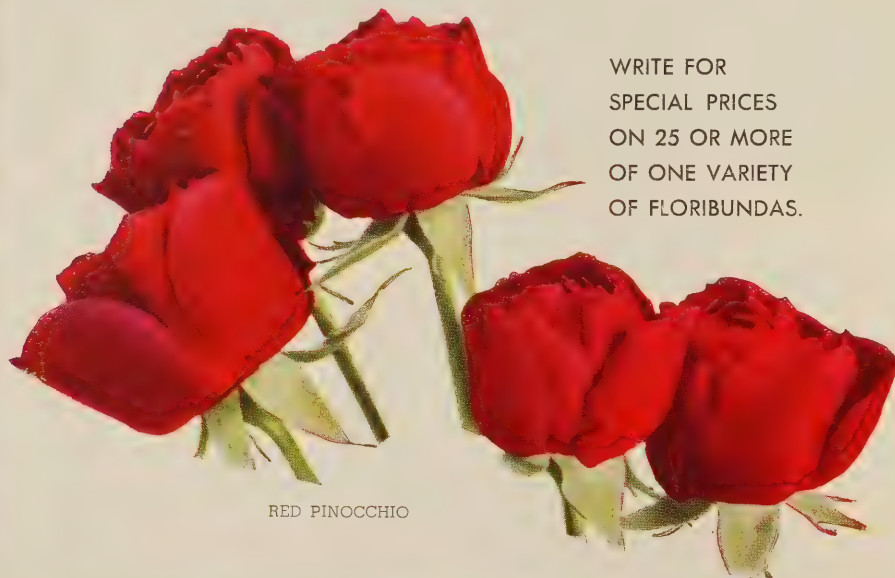
(Pat. 889) Large, double, graceful blooms of pure white, much better form than older white varieties. Extremely hardy and very satisfactory growth. \$1.75 each; 3 for \$4.65

YELLOW PINOCCHIO

(Pat. 992) Not so long a blooming period as its illustrious parent, but at its peak it is certainly a beautiful sight with its bright apricot-yellow flowers. \$1.50 each; 3 for \$3.90



IRENE OF DENMARK



RED PINOCCHIO

WRITE FOR
SPECIAL PRICES
ON 25 OR MORE
OF ONE VARIETY
OF FLORIBUNDAS.



CHINA DOLL



LILBET

CLIMBING and PILLAR ROSES

IMPROVED BLAZE

Tremendous mass of scarlet, clustered blooms in spring, followed by occasional blooms during summer and fall.

\$1.35 each; 10 for \$10.80

CL. CECILE BRUNNER

Dainty, small pink blooms of the Sweet-heart Rose on long, vigorous canes.

\$1.35 each; 10 for \$10.80

CL. CHARLOTTE ARMSTRONG

(Pat. 736) Available for the first time last season, here's the South's favorite rose in climbing form.

\$3.00 each; 3 for \$7.95

CL. CRIMSON GLORY

(Pat. 736) Climbing form of this favorite crimson rose.

\$2.50 each; 3 for \$6.60

DESCANSO PILLAR

(Pat. 943) Clusters of fine golden pink flowers on an 8 foot pillar type plant. Excellent.

\$2.00 each; 3 for \$5.25

DR. J. H. NICOLAS

(Pat. 457) Truly everblooming, in big clusters of 5 to 6 inch double pink blooms. Impressive.

\$2.00 each; 3 for \$5.25

CL. ETOILE DE HOLLANDE

A big, vigorous grower and one of the best of all red roses in the climbers.

\$1.35 each; 10 for \$10.80

CL. FLORADORA

(Pat. 1054) This excellent floribunda now adds its unique orange-red blooms to the climbing roses. Exciting and new.

\$2.00 each; 3 for \$5.25

CL. GOLDBLOCKS

(Pat. 1090) Big, 3½ inch bright yellow flowers. See page 17 for an illustration.

\$2.50 each; 3 for \$6.60

HIGH NOON



(Pat. 704) Clear, shining yellow flowers borne all season long on 7 to 9 foot plants. A true pillar rose.

\$2.50 each; 3 for \$6.60

PAUL SCARLET

Completely covered with a great profusion of vivid scarlet-red blooms in early spring. Ideal for fences, walls or porches.

\$1.35 each; 10 for \$10.80

CL. PEACE

(Pat. 932) The same wonderful flowers on this climber as on the bush form. See picture on page 13.

\$2.00 each; 3 for \$5.25

CL. RED TALISMAN

Sport of the favorite Talisman; a good deep red with the famous Talisman buds.

\$1.35 each; 10 for \$10.80

CL. RED RADIANCE

Light red buds and richly fragrant, cup-shaped red flowers in great abundance.

\$1.35 each; 10 for \$10.80

CL. SHOW GIRL

(Pat. 892) Vigorous climber with very deep pink, perfectly formed buds. See illustration on page 6.

\$2.00 each; 3 for \$5.25

CL. TALISMAN

Buds and open flowers of lovely red and gold. A frequent bloomer with a pleasant tea fragrance.

\$1.35 each; 10 for \$10.80

DESCANSO PLANT FOOD

Because of the fact that climbing roses are by nature very vigorous plants we tend to neglect them when we fertilize other roses. But cheating your climbers of nutrition is cheating yourself of flowers, because it is only the healthy, extra-good plants that make those breath-taking displays of bloom that are the talk of the neighborhood. We believe that the best way to feed is with Descanso Plant Food. See page 23.



CLIMBING FLORADORA



CLIMBING CRIMSON GLORY

OLD FAVORITE ROSES

No idle title, these and the other roses of this group described on page 21 are honestly those roses, and only those, which have stood at least 15 to 20 years of constant growing and remain popular all over the South. To have something new is fun in the garden, but to have something old is to be **sure!**



ETOILE DE HOLLANDE



ECLIPSE



COUNTESS VANDAL



THE DOCTOR



POINSETTIA



MRS. P. S. DUPONT



TALISMAN

GOLDEN STATE NURSERIES

California Grown Roses

3616 ROSWELL ROAD, N.W.

ATLANTA, GEORGIA

Name.....Date.....
(Please print clearly)

Street (or R.D.).....

City.....Zone No.....State.....

Express Office.....
(If different from P. O.)

NOTICE: We will make every effort to fill your order exactly as you want it, but if we are sold out of a variety we will substitute a similar one of equal or greater value unless you forbid us to do so by marking this box. NO SUBSTITUTIONS ☐

AMOUNT ENCLOSED

\$.....

Check ☐ Money Order ☐

Please reserve this space for us.

ORDER EARLY

In case of shortage it's "first come, first served."

Roses cannot be shipped after April 15.

| Quantity | HYBRID TEA ROSES | Each | 3 For | Total |
|----------|---|------|-------|-------|
| | Better Times, page 21..... | 1.25 | ... | |
| | Blanche Mallerin, page 15..... | 2.00 | 5.25 | |
| | Capistrano, page 14..... | 2.00 | 5.25 | |
| | Charles Mallerin, page 10..... | 2.50 | 6.60 | |
| | Charlotte Armstrong, page 12..... | 2.25 | 6.00 | |
| | Chrysler Imperial, page 12..... | 2.75 | 7.20 | |
| | Confidence, page 8..... | 2.00 | 5.25 | |
| | Countess Vandal, page 21..... | 1.25 | ... | |
| | Crimson Glory, page 21..... | 1.25 | ... | |
| | Dainty Bess, page 21..... | 1.25 | ... | |
| | Debonair, page 8..... | 1.75 | 4.65 | |
| | Dr. Debat, page 8..... | 2.00 | 5.25 | |
| | Eclipse, page 21..... | 1.25 | ... | |
| | Eden Rose, page 10..... | 2.00 | 5.25 | |
| | Editor McFarland, page 21..... | 1.25 | ... | |
| | Etoile de Hollande, page 21..... | 1.25 | ... | |
| | First Love, page 9..... | 2.25 | 6.00 | |
| | Forty-niner, page 11..... | 2.50 | 6.60 | |
| | Frau Karl Druschki, page 21..... | 1.25 | ... | |
| | Fred Edmunds, page 15..... | 2.00 | 5.25 | |
| | Fred Howard, page 6..... | 2.50 | 6.60 | |
| | Golden Scepter, page 14..... | 2.00 | 5.25 | |
| | Grande Duchesse Charlotte, page 9..... | 2.00 | 5.25 | |
| | Happiness, page 11..... | 2.00 | 5.25 | |
| | Helen Traubel, page 13..... | 2.50 | 6.60 | |
| | Henry Ford, page 10..... | 2.50 | 6.60 | |
| | Hill Top, page 15..... | 1.75 | 4.65 | |
| | Kaiserin Auguste Viktoria, page 21..... | 1.25 | ... | |
| | Katherine T. Marshall, page 8..... | 1.75 | 4.65 | |
| | La Jolla, page 5..... | 3.00 | 7.95 | |

TOTAL

| Quantity | HYBRID TEA ROSES | Each | 3 For | Total |
|----------|------------------------------------|------|-------|-------|
| | Lowell Thomas, page 10..... | 2.00 | 5.25 | |
| | Mark Sullivan, page 7..... | 1.75 | 4.65 | |
| | Miami, page 5..... | 2.00 | 5.25 | |
| | Mirandy, page 8..... | 2.25 | 6.00 | |
| | Mission Bells, page 7..... | 2.00 | 5.25 | |
| | Mojave, page 13..... | 2.75 | 7.20 | |
| | Mrs. P. S. DuPont, page 21..... | 1.25 | ... | |
| | New Yorker, page 13..... | 2.00 | 5.25 | |
| | Nocturne, page 7..... | 2.00 | 5.25 | |
| | Peace, page 13..... | 2.50 | 6.60 | |
| | Picture, page 21..... | 1.25 | ... | |
| | Poinsettia, page 21..... | 1.25 | ... | |
| | President Eisenhower, page 14..... | 2.50 | 6.60 | |
| | President Hoover, page 21..... | 1.25 | ... | |
| | Radiance, page 21..... | 1.25 | ... | |
| | Red Radiance, page 21..... | 1.25 | ... | |
| | Rubaiyat, page 11..... | 1.75 | 4.65 | |
| | San Fernando, page 6..... | 1.75 | 4.65 | |
| | Show Girl, page 6..... | 2.00 | 5.25 | |
| | Sister Therese, page 21..... | 1.25 | ... | |
| | Sun Valley, page 9..... | 2.50 | 6.60 | |
| | Sutter's Gold, page 12..... | 2.25 | 6.00 | |
| | Suzon Lotthe, page 15..... | 2.00 | 5.25 | |
| | Sweet Sixteen, page 11..... | 1.75 | 4.65 | |
| | Talisman, page 21..... | 1.25 | ... | |
| | Tallyho, page 7..... | 2.00 | 5.25 | |
| | Tawny Gold, page 15..... | 2.25 | 6.00 | |
| | The Doctor, page 21..... | 1.25 | ... | |
| | Tiffany, page 5..... | 3.00 | 7.95 | |
| | White Swan, page 10..... | 2.25 | 6.00 | |

ROSE LIST CONTINUED OTHER SIDE

TOTAL

CONTINUE YOUR ORDER ON THE OTHER SIDE

BEGIN YOUR ORDER ON THE OTHER SIDE

| Quantity | FLORIBUNDA ROSES | Each | 3 For | Total |
|----------|---------------------------------|------|-------|-------|
| | Cecile Brunner, page 16..... | 1.50 | ... | |
| | China Doll, page 18..... | 2.00 | 5.25 | |
| | Crimson Rosette, page 17..... | 1.75 | 4.65 | |
| | Fashion, page 18..... | 2.00 | 5.25 | |
| | Floradora, page 16..... | 1.25 | ... | |
| | Frolic, page 17 | 2.25 | 6.00 | |
| | Garnette, page 17..... | 1.25 | ... | |
| | Geranium Red, page 16..... | 1.75 | 4.65 | |
| | Glacier, page 16 | 2.25 | 6.00 | |
| | Goldilocks, page 17 | 1.50 | 3.90 | |
| | Independence, page 16 | 2.00 | 5.25 | |
| | Irene of Denmark, page 18..... | 1.75 | 4.65 | |
| | Jiminy Cricket, page 5..... | 2.50 | 6.60 | |
| | Lilibet, page 18 | 2.00 | 5.25 | |
| | Ma Perkins, page 16..... | 2.25 | 6.00 | |
| | Mrs. Inge Poulsen, page 17..... | 1.50 | 3.90 | |
| | Pink Rosette, page 17..... | 1.75 | 4.65 | |
| | Pinocchio, page 17 | 1.50 | 3.90 | |
| | Red Pinocchio, page 18..... | 1.50 | 3.90 | |
| | Valentine, page 16 | 1.75 | 4.65 | |
| | Vogue, page 16 | 2.00 | 5.25 | |
| | White Pinocchio, page 16..... | 1.50 | 3.90 | |
| | Yellow Pinocchio, page 18..... | 1.50 | 3.90 | |

COLLECTIONS (Order by number)

TOTAL

| Quantity | CLIMBING ROSES | Each | 3 For | Total |
|----------|-------------------------------------|------|-------|-------|
| | Improved Blaze, page 19..... | 1.35 | ... | |
| | Cl. Cecile Brunner, page 19..... | 1.50 | ... | |
| | Cl. Charlotte Armstrong, page 19... | 3.00 | 7.95 | |
| | Cl. Crimson Glory, page 19..... | 2.50 | 6.60 | |
| | Descanso Pillar, page 19..... | 2.00 | 5.25 | |
| | Dr. J. H. Nicolas, page 19..... | 2.00 | 5.25 | |
| | Cl. Etoile de Hollande, page 19.... | 1.35 | ... | |
| | Cl. Floradora, page 19..... | 2.00 | 5.25 | |
| | Cl. Goldilocks, page 19..... | 2.50 | 6.60 | |
| | High Noon, page 19..... | 2.50 | 6.60 | |
| | Paul Scarlet, page 19..... | 1.35 | ... | |
| | Cl. Peace, page 19..... | 2.00 | 5.25 | |
| | Cl. Red Talisman, page 19..... | 1.35 | ... | |
| | Cl. Red Radiance, page 19..... | 1.35 | ... | |
| | Cl. Show Girl, page 19..... | 2.00 | 5.25 | |
| | Cl. Talisman, page 19..... | 1.35 | ... | |

GRANDIFLORA ROSES

| | | | |
|-------------------------------------|------|------|-------|
| Buccaneer, page 24 | 2.75 | 7.20 | |
| Carrousel, page 24 | 2.00 | 5.25 | |
| Queen Elizabeth, page 24..... | 3.00 | 7.95 | |

MISCELLANEOUS ITEMS

Georgia Customers Add 3% Sales Tax

TOTAL

The All-Time Old Favorites

NON-PATENTED HYBRID TEA ROSES


BETTER TIMES

Known as the florist rose because of its glorious red color, long, strong stems and exotically formed buds. Unexcelled for cutting. \$1.25 each; 10 for \$10.00

COUNTESS VANDAL

Beautiful flowers with the outside of the petals pink and the inside copper and gold. Delightfully fragrant. \$1.25 each; 10 for \$10.00

CRIMSON GLORY

 The most beautifully formed bud of all the red roses. Deep velvety crimson blooms are produced abundantly on low growing bushy plants. It has been voted the most fragrant rose by the American Rose Society. \$1.25 each; 10 for \$10.00

DAINTY BESS

Everybody knows and loves this clear pink rose, with its single flowers and its bright crimson stamens. Blooms steadily all summer long. \$1.25 each; 10 for \$10.00

ECLIPSE

Exquisite, long buds and abundant brilliant golden yellow blooms on vigorous, healthy, branching plants. Disease resistant foliage. \$1.25 each; 10 for \$10.00

EDITOR McFARLAND

Deep pink blooms on vigorous, healthy, upright plants. The buds are beautifully sculptured with classic grace. Wiry, strong stems; excellent fragrance. \$1.25 each; 10 for \$10.00

ETOILE DE HOLLANDE

An old favorite, famous for fragrance as well as color. Exceptionally beautiful deep scarlet buds develop perfectly on strong plants. \$1.25 each; 10 for \$10.00

FRAU KARL DRUSCHKI

A hybrid perpetual instead of hybrid tea, which means that it grows both taller and more vigorously. Pure white, and long the standard of excellence in white roses. \$1.25 each; 10 for \$10.00

KAISERIN AUGUSTE VIKTORIA

The favorite white in many gardens. Clusters of long beautiful buds last well and open to a double, really white rose. \$1.25 each; 10 for \$10.00

MRS. P. S. DUPONT

An old favorite deep yellow rose, with numerous well-shaped buds of very attractive shades. Low, compact growth. \$1.25 each; 10 for \$10.00

TEN OF A KIND

The reason we offer such a favorable discount for ten roses in this group of old favorites is the fact that we can handle them cheaper that way. This special quantity price applies **only** when 10 of one kind are purchased. We can then give you original bundles of ten just as they are selected and tied right at the growing fields.

PICTURE

The velvety rose-pink color of Picture is just one of the qualities which has endeared it to rosarians. The other is the fact that it has a form of reflexed petal quite distinct from all others. Long, charming buds. \$1.25 each; 10 for \$10.00

POINSETTIA

The fiery red color, as well as the upright growing and free blooming habits of this choice variety make it a "must" in your garden. \$1.25 each; 10 for \$10.00

PRESIDENT HOOVER

Exquisite long reddish buds, with the flowers opening to a most gaudy and lively mixture of flame and yellow. Great big flowers, and great big bushes, tall and upright in growth. Give it plenty of room in your garden, but don't fail to have it there! \$1.25 each; 10 for \$10.00

RADIANCE (PINK)

Original creation of this hardy, "fool proof" variety. Continuous production of two-tone pink blooms, delicious fragrance. \$1.25 each; 10 for \$10.00

RED RADIANCE

One of the easiest of old favorites to grow. Light red buds open into bell-shaped flowers of rich fragrance. Hardy, prolific, free growing.

SISTER THERESE

You may know this rose under the French form of the name, Soeur Therese, but a rose by any other name . . . At any rate, this is sweet, too, and the flowers opening from chrome yellow buds (heavily marked carmine) attain a rich daffodil yellow color you will find most bright and cheerful. \$1.25 each; 10 for \$10.00

TALISMAN

One of the first multi-colored roses and still a favorite, with its yellow and red flowers. Tall upright growth. Most highly colored in cool weather. \$1.25 each; 10 for \$10.00

THE DOCTOR

There's no question about the fact that you can grow the largest pink buds and flowers from this variety of any hybrid tea rose, but to do this you must feed the plants liberally. (Never use fertilizer when planting roses. Wait until they are growing well before starting regular feeding.) The silvery pink of this variety and its very intense perfume are world-famous. You'll be proud of this one! \$1.25 each; 10 for \$10.00

Select Your Own Favorites

These are "Your Choice" collections, in which you select the roses you want from the varieties listed on this page. This gives you a wide latitude of choice; all you need do is name the varieties you select along with the collection number on the order blank.

Collection No. 20

Choose from the list of old favorites roses on this page the six varieties you like best (or you may have more than one of a kind, so long as the total is six plants)—name them along with the collection number on the order blank.

Six Roses
Value \$7.50 — You Save \$1.00

\$6.50

Collection No. 21

Choose from the roses listed above on this page the twelve varieties you like best (or you may have more than one of a kind, so long as the total is twelve plants)—name them along with the collection number on the order blank.

Twelve Roses
Value \$15.00 — You Save \$2.50

\$12.50

Dependable PEST CONTROLS for the Rose Garden



ISOTOX Garden Spray—Economic, modern multi-purpose spray against Aphids, Thrips, Beetles, many chewing and sucking insects, and many soil pests.

4 oz.\$1.00
8 oz. 1.75
Pint 2.95



ORTHO Rose Dust comes in a handy, ready-to-use pump-gun. A fine multi-purpose control of many chewing and sucking insects and plant diseases. If you prefer to spray, simply mix with water.

8 oz. duster.....\$1.00
1 lb. refill..... 1.25



For Blackspot on Roses
Try

**ORTHOCIDE
GARDEN
FUNGICIDE**

Contains 50% Captan

1/2 lb.\$1.65
3 lbs. 4.75



Golden State Tree Roses

To give your garden a touch of that formality so many rose growers like, there are few plants that can equal beautiful TREE ROSES. They are produced by budding the desired variety into a tall straight stalk. HYBRID-TEAS are budded on 38" Standards and FLORABUNDAS are budded on 24" standards. The bushy head usually produces more flowers and larger ones than the bush type of the same variety.

We will have ready for shipping to our customers here in the South dormant Tree Roses during January, February and March. We will have about 20 of the leading HYBRID-TEA varieties and 15 of the leading FLORABUNDA varieties. Because of the scarcity of this item we reserve the right to substitute a like variety if we are out of the one ordered.

BECAUSE tree roses are extremely hard to handle and special costly shipping containers are required, we make a 50 cent charge for packing and shipping each tree rose.

PRICES on all dormant tree roses, including FLORABUNDAS, \$5.45 each; 10 for \$50.00. 10 assorted tree roses sold at the 10-rate (add 50 cents per plant for shipping charges). Georgia customers add 3% sales tax.



Descanso PLANT FOOD

Working with roses for so many years in such an intimate way naturally gives Dr. Lammerts detailed knowledge of the kind of food roses like best. Since no fertilizer on the market completely satisfied his requirements, he has made his own, calling it DESCANSO PLANT FOOD.

This remarkable fertilizer is economical (just one pound makes 75 gallons of liquid fertilizer), from 20% to 300% richer in nitrogen than standard brands, and it contains important elements frequently left out of inferior types. Easily and completely dissolved in water, one pound is equal in food value to 20 sacks of steer manure! You can fertilize 1000 sq. ft. from one pound package, applying with any ordinary sprinkling can, or through your garden hose with the proportioner described below. Sprinkle the solution over the whole plant. The recent and astonishing news that nutrients are absorbed directly by foliage as well as through roots makes this liquid application technique doubly effective.

The finest roses deserve the finest food, and produce more and better flowers for you in gratitude for this attention. Also good for lawns, trees and shrubs.

1 lb. \$1.15 Postpaid

5 lbs. \$3.95 Postpaid

25 lbs. . . . \$12.50 Postpaid

HAYES SPRAY GUNS

HAYES 3 Makes three gals. of spray solution with one loading. Thumb-touch control orifice. Ideal for small gardens. \$4.95

HAYES 4 Makes four gals. of spray. Positive on-and-off control valve. \$6.45

HAN-D Small, efficient hand-operated sprayer with one quart capacity. For potted plants, patio and spot spraying. Extension nozzle reaches into plants and under leaves. \$3.95

HAYES 6 Makes six gals. of spray. Longer nozzle reaches to inside of plants and low-lying leaves. \$9.95

HAYES 10 A heavy duty 10 gallon sprayer. For estates, parks, industrial uses, dairies, poultry and livestock. \$12.95

FERTL-RAIN For mass spraying of lawns, shrubs, hedges and trees. Handles all types of spray materials. Waters and sprays in one operation. 1 to 120 ratio. Standard pint sprays 15 gals. \$3.45. Quart size sprays 30 gals. \$3.75.



HAN-D



SPRINKL-AIR



PROPORTIONER



AIR-I-GATOR

HAYES 3



HAYES 4



HAYES 6



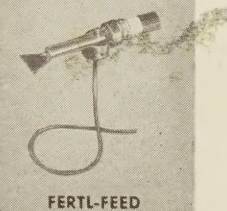
HAYES 10



FERTL-RAIN



HAYES
LAWN SPRAYER



FERTL-FEED

SPRINKL-AIR Delivers full volume of aerated water like gentle rain—prevents erosion and bending over or breaking of tender plants. 95c

PROPORTIONER A siphoning unit for large capacity application of liquid fertilizers. 1 to 10 ratio. \$1.95

AIR-I-GATOR For watering plant beds, tree basins, etc. Super-saturates water with oxygen. Controls force of flow, causing water to penetrate deeply and soak thoroughly. \$1.95

HAYES LAWN SPRAYER For quick, accurate application of liquid fertilizers, insecticides, fungicides, etc. Same uses as Fertl-Rain. Applies material in half the time due to the 1 to 60 ratio. Waters and sprays in one operation. Quart size jar. Sprays 15 gals. \$3.75

FERTL-FEED Specifically designed for application of heavy, viscous materials. Powerful suction and 1 to 24 ratio speeds discharge. Comes with 30" tube for use with one gallon jug or larger container. \$3.45

GRANDIFLORA...

THE NEW CLASS OF ROSES

Crosses between Hybrid Teas and Floribundas, these new varieties marvelously combine the best qualities of each.

QUEEN ELIZABETH (Lammerts)



(Pat. 1259) This brand new All-America winner for 1955, a grandiflora with amazingly vigorous plants and foliage, is a cross between Charlotte Armstrong and Floradora. High-centered, pure pink blooms in great profusion—hybrid tea quality with floribunda quantity. Strongly disease-resistant. \$3.00 each; 3 for \$7.95

CARROUSEL

(Pat. 1066) Very intense, dark, velvety red petals which resist bluing. Flowers almost hybrid tea size, but very freely produced. Carrousel has earned the phenomenally high 9.2 rating given by the American Rose Society. Mildew resistant. \$2.00 each; 3 for \$5.25

BUCCANEER

(Pat. 1119) Holds its pure and dazzling buttercup yellow color most impressively in hot sunshine. Terrific vigor—established plants reach 5 to 6 feet, so put this one at the back of your rose bed. Steady blooms, mildly fragrant. \$2.75 each; 3 for \$7.20



CARROUSEL

Collection No. 24

NEW GRANDIFLORAS

All three representatives of this new rose family.

QUEEN ELIZABETH
CARROUSEL
BUCCANEER

One of each,
value \$7.75, for.... **\$6.75**



QUEEN ELIZABETH



BUCCANEER

GOLDEN STATE NURSERIES

3616 ROSWELL ROAD N.W.

ATLANTA, GEORGIA